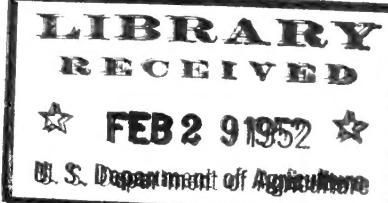


Historic, Archive Document

Do not assume content reflects current scientific knowledge, policies, or practices.



62.27



NEWEST-IMPROVED
AFRICAN
VIOLETS

FALL, 1951

THE MAHR COMPANY
BOX 585 DES MOINES, IOWA

THE MOST COMPLETE, ILLUSTRATED AFRICAN VIOLET CATALOG EVER ISSUED

Dear Friends:

This small catalog contains a list of the plants we believe to be the newest and finest available. We hope that you will find in it some variety that will fill out a prized collection, serve as a gift for a flower-minded friend, or arouse a new interest in that most rewarding of all spare-time activities, flower growing.

We can think of no finer occupation than that of supplying you with flowers. We want to continue in that occupation for many years to come. We know that to do this we must continue to give you the finest plants we can grow and the best service we can possibly achieve. We appreciate your confidence in ordering from us and we will do everything in our power to continue to deserve it.

—THE MAHR COMPANY

PLEASE READ BEFORE ORDERING

. . . ABOUT POSTAGE

We pay postage on all orders of \$5.00 or over. Orders amounting to less than \$5.00 please include 50c for postage, packing and handling. We do not ship C.O.D. as it slows down our delivery schedules. Money order or personal check is best way to remit.

. . . ABOUT OUR AFRICAN VIOLETS

Every plant we ship is a full, heavy, mature plant in bud and bloom or about to bloom. We strive to give something extra in size and quality. There is a crisp, yet tough feeling, to a well-grown violet that an expert senses immediately on handling it. Proper greenhouse culture is the basis of a fine violet. We feel that our grower is the finest in the country. We're sure you'll agree with us when you see the results of his work.

. . . ABOUT OUR GUARANTEE

We guarantee each order we send out to be filled with plants of superior quality, true to name. We guarantee each shipment to reach you safely and undamaged. We guarantee to replace any of our products that do not reach you in first-class condition, or refund your money, including any transportation charges paid by you. Your order is a matter of personal and individual concern to us.

. . . ABOUT OUR PACKING

"I have ordered many violets, but I have never seen one packed so expertly as my Lady Geneva" . . . "My Double Neptune arrived in perfect condition, it continued to bloom without the slightest setback." These are samples of the letters we receive. We feel that we have developed an almost completely damage-proof method of shipment.

. . . ABOUT SHIPPING

We ship the year 'round, but acknowledge orders during severe weather and ship when weather moderates. We keep close watch on weather readings throughout the country. Please allow a reasonable time for delivery. Processing your order and packing must be done without haste to avoid mistakes and damage. All orders are filled in rotation. Out-of-stock items are usually available again within a month to 6 weeks, as we have new crops continually coming into shipping size. PLEASE ADVISE US IF WE MAY HOLD YOUR ORDER UNTIL PLANTS ARE AVAILABLE, in this way we can give you larger plants and finer stock of the new varieties.

. . . ABOUT MISTAKES

If there is a mistake in your order, please tell us promptly and we will correct it.

A REPORT TO OUR CUSTOMERS — FALL, 1951

A revolution is going on in the Violet world. New forms, new colors, new combinations of blossoms and foliage, new foliage types, new strength and vigor are being bred into America's favorite houseplant. To grow and enjoy these new types is a revelation and an adventure.

This year has been a good one for us, despite some difficulties due to cold and cloudy weather. The demand for the newer varieties exceeded all our expectations. Many varieties were sold out early in the season, thus disappointing many good customers, and delaying full completion of your orders. This condition will prevail this fall, too, as the demand for quality stock is on the increase.

Again this fall, prospects are good for some great violets for spring delivery. We will have, definitely, the great Geneva Rainbow and Geneva Star. We hope to have a whole new series of fine doubles, including a magnificent Seafoam Red Double with the most perfect double form ever produced and the largest bloom (1½ inches) ever seen on a double violet. The new hybrid doubles will

come in improved colors and greatly increased numbers of flowers per plant. We'll have more of those precious Violettes . . . our dainty miniatures including one with Seafoam type foliage. There'll be new colors available, too. About Saintpaulia Grotei, the Climbing violet . . . the supply is still inadequate. Progress has been made toward a Yellow Violet, but it is still somewhat in the future. All in all, there are great violets this Fall and equally great ones coming up for next spring.

The many fine letters we receive complimenting us on our violets and our packing is very gratifying. We shall endeavor to continue to deserve this confidence by giving better and faster service and finer quality violets. We have greatly expanded our facilities and we intend to perfect each detail in packing, shipping and growing to give you the finest possible service, and the newest and best African Violets available.

Again, thank you. THE MAHR COMPANY

Dear Sir:

Received by Blue-Eyed Beauty in wonderful shape. It took five days to reach here and today it has six large blossoms and lots of buds. Thanks for sending me such a nice healthy plant.

Mr. E. L.
Rockwood, Michigan

Gentlemen:

Received my plant and am very well pleased with it. It was six days on the way and it was still moist. I really didn't expect such a nice big plant. It was packed beautifully.

Mrs. W. P.
Dimock, Penna.

Dear Sirs:

My violet came through in wonderful shape and is such a nice healthy plant. It is blooming now and so pretty. Thanks so much. I have given your address to others here and know of one who is going to send for violets. I told her how well it was packed and what a nice plant it was.

Mr. H. S.
Elkhart, Indiana

Gentlemen:

I received my violet in perfect condition and it is really growing.

V. S.
Spottswood, Virginia

Dear Sir:

Received the African Violets last Friday the 26th. Sure was well pleased with them. They were so sturdy-looking plants. Will be looking for your catalog when it comes out. They are fine plants and I know they will grow beautifully.

Miss M. D.
Lindsborg, Kans.

Dear Sirs:

Received my violets today in the mail and I am very much pleased with them. They are such lovely, hardy plants. I am sure they will give me a great deal of pleasure.

Mr. L. K.
Chicago, Illinois

SEE SPECIAL OFFERS ON BACK COVER
THE MAHR CO. BOX 585 DES MOINES, IOWA

Gentlemen:

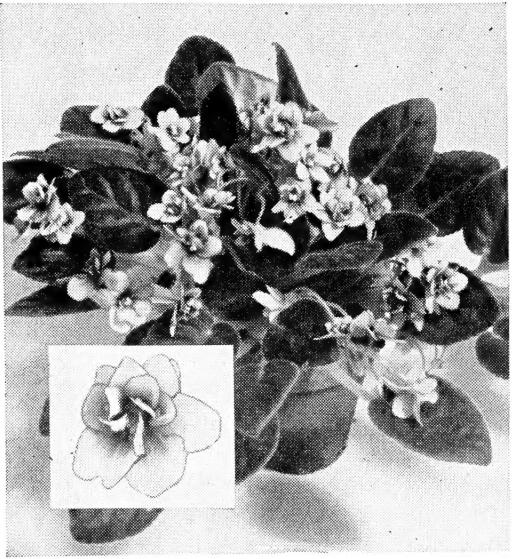
I had one of your Lady Geneva African Violets sent me as a gift to add to my collection and wanted to let you know that it was a fine specimen and came in wonderful condition. Mrs. M. G. A.
Augusta, Maine

Dear Sir:

My Lady Geneva was lovely and arrived in perfect condition.
Mrs. W. C. N.
St. Louis, Missouri

Gentlemen:

I had one of your Lady Geneva African Violets sent me as a gift to add to my collection and wanted to let you know that it was a fine specimen and came in wonderful condition. Mrs. M. G. A.
Augusta, Maine



AZURE BEAUTY DOUBLE

A MAGNIFICENT BLUE
AND WHITE DOUBLE BLOOM

This is a glorious Fall introduction! The first of the multi-colored doubles and one of the famous "Rainbow" series. Flowers are the full open double type like Double Neptune. The outer petals are sugar white and sparkling and the inner petals are finest pure azure blue. The coolness and color contrast of this lovely plant is one of the most gratifying sights in violets. The exceptionally fine breeding of this violet gives it premium-type foliage. Azure Beauty is truly a superlative new type . . . it should be in every fancier's collection.

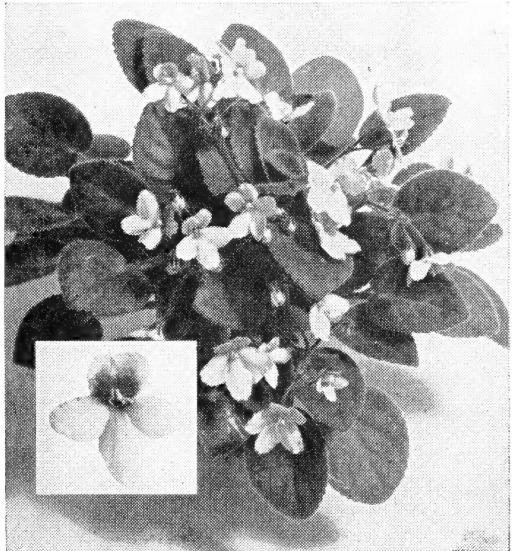
\$250

QUEEN BETTY

TWO-TONE PASTEL BLEND
OF ORCHID AND WHITE

Brand new for Fall, too. Queen Betty reminds us of strawberries and cream . . . it's yummy. The two upper petals are tinged deep reddish-orchid while the three lower petals are dazzling white! It is something really new in violet coloring. The shape of the flower is extremely open and lady-like, almost aristocratic. The foliage is dainty and clean to go with the refreshing blossom. It's a fine blooming plant and one that will captivate you

\$250



PURITY DOUBLE

FIRST WHITE DOUBLE! A SUGAR WHITE
BLOSSOM OF DAINTY, PRIM APPEARANCE

This is the double we've been waiting for for years! A twinkling, sparkling, pure snow-white! It's a violet that sings with vivid glittering blooms. There is no doubt in our mind that this will be one of the most popular violets of all time. The foliage is trim, dark green and slightly "pinked." The blooms are borne in rich profusion above the fine leaves. It has fine growth habits, too . . . all in all a violet to cherish and admire!

\$250

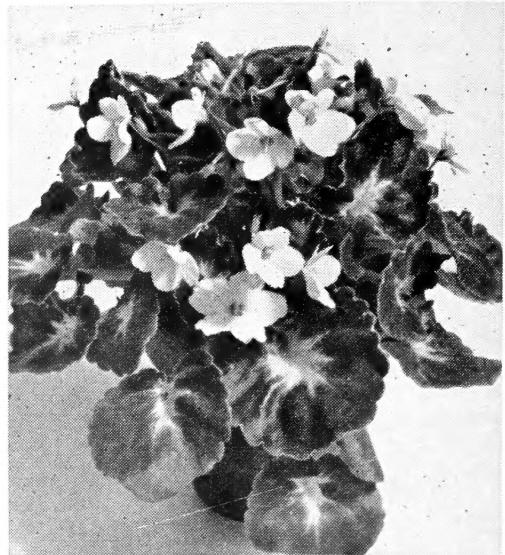


SNOW GIRL

THE QUEEN OF WHITE VIOLETS. UNEXCELLED FOR BLOOM, PURITY AND FOLIAGE

Without question this is the finest white violet developed. Its refreshing, snow-white color is almost radiant in its purity. The size of the flower is large and its shape almost exotic, with many petals slightly ruffled. The foliage is of the improved Girl type, with very large zones of white at the base of the leaf and with rays of white extending sometimes almost to the outer edge of the blade. Sturdy, gay and free-flowering this is one white you'll want to own . . . it makes a spectacular show among blue, violet, orchid or lavender blooms of your other plants.

\$250



BLUE HEIRESS

THE FIRST DUPONT WITH GIRL TYPE FOLIAGE — A RARE TYPE

The very newest of the Duponts. The same giant flowers, the same magnificent substance to the leaves (although a little more flexible and easier to ship) but with a definite white zone at the base of each leaf (not as large a zone as Snow Girl, but it shows a good area of color). The color is new too . . . about the shade of Sailor Girl, smooth, soft, suave. This is a violet for the most discriminating grower.

\$250

DOUBLE DELIGHT

**ANOTHER GREAT NEW DOUBLE VIOLET
LIGHT BLUE COLOR, DARK FOLIAGE**

This is from the same breeding types as the magnificent Azure Beauty and another "Rainbow" Double. The same very double, full-open type blossoms of large size. The color is entirely new in doubles . . . a true gem among blue varieties. There is nothing, at the moment, anywhere near like it; in vigorous growth, smooth, soft coloring and perfection of its double flowers. In ordering this violet you'll possess one of the finest violets you've ever grown.

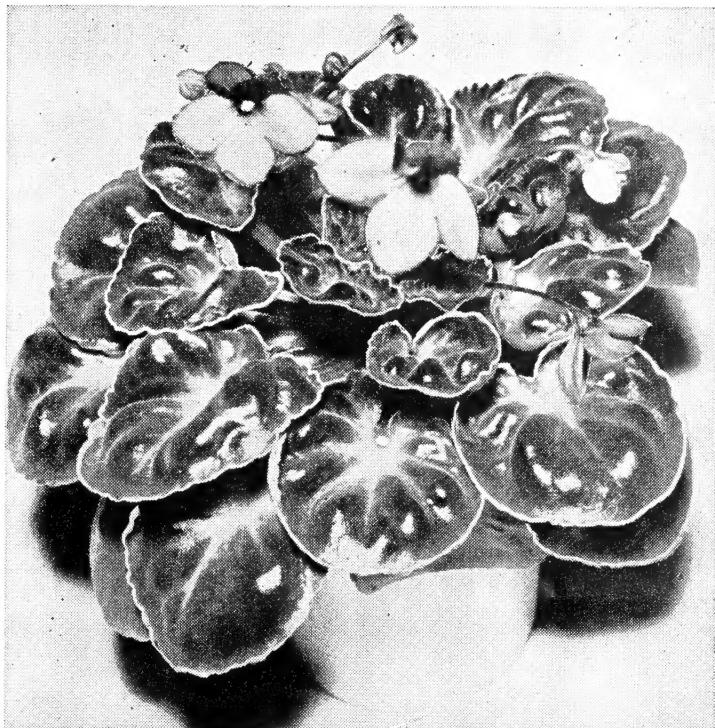
\$250



MINIATURE "VIOLETTES"

FIRST TIME OFFERED FOR
GENERAL SALE "ELF" AND "PIXIE"

Growers and fanciers who have seen these entirely new type violets have been extremely enthusiastic about them . . . actually they add an entirely new look to your violet collection. You must really see them to appreciate them. FULLY GROWN, THEY ARE ABOUT TEA-CUP SIZE, but have flowers of normal or larger size and of captivating form and color. Their small leaf spread makes them perfect for your window ledges, while the large flowers give you the same show of color as regular size plants. Only two varieties are available in sufficient quantity to enable us to offer them for general sale . . . and even this supply will be soon exhausted, so order these at once. They are dainty, unusual in foliage and flower and all in all one of the finest things in violets in many years. "Elf" and "Pixie" are the first two of the "Violette" series . . . new varieties will be available in the spring.



ACTUAL SIZE

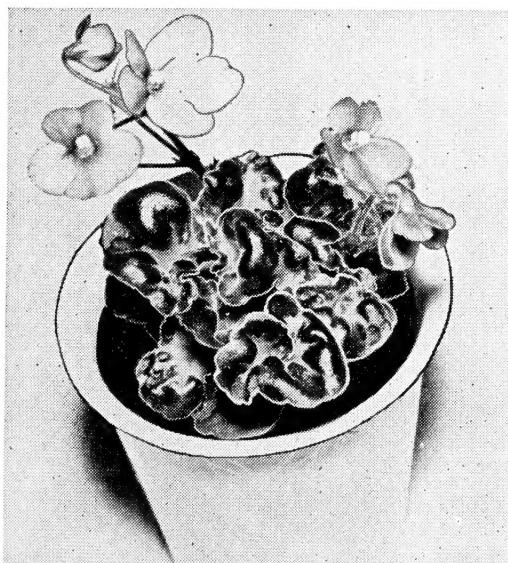
"VIOLETTE" ELF

Fully grown, "Elf" is 3½ to 4" across. Leaves are girl type, with large zones of creamy white stretching out in rays often to the tip of the leaf blade. The leaves are "bubbly" of a good bronze or deep olive green color and almost perfectly round. These entrancing leaves sparkle and twinkle in the light almost like polished mahogany.

(SHOWN ABOVE)

The blossoms are the most ravishing color imaginable . . . a lush bi-color, with the two top petals deep burgundy (almost black, in some cases) and the three lower petals a velvety orchid. You'll be amazed at the flower size and shape . . . it is larger than the average flower on full-size plants.

\$300



"VIOLETTE" PIXIE

Rare foliage characterizes "Pixie." It is of delightfully new "Girl" type. Instead of the light zones being creamy white they are of a bright, clear chartreuse color and cover an exceedingly large part of the leaf, in some cases more than half of the leaf. The remainder of the leaf is dark olive green or bronze-green. The foliage is puffed and bubbly, even more so than "Elf." The flower is full size orchid bi-color, somewhat lighter than "Elf."

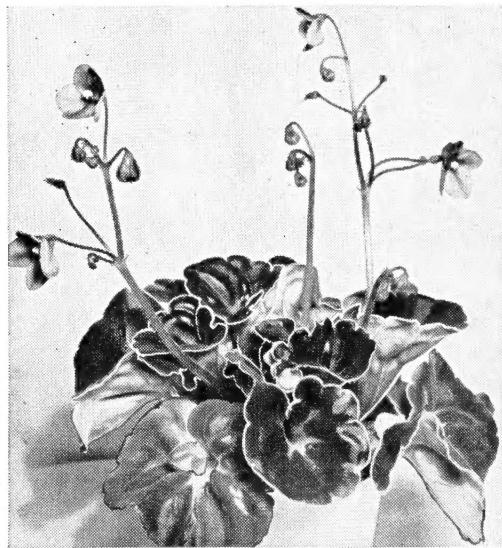
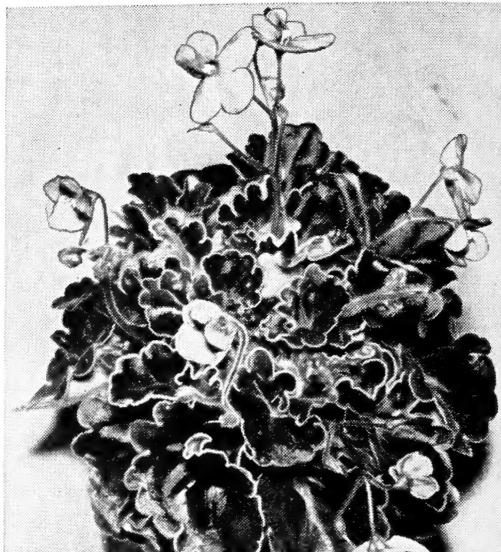
\$300

SEAFOAM SEA QUEEN

AN ENTIRELY NEW FOLIAGE TYPE THAT
GIVES AN AIRY, LIGHT LOOK TO THE PLANT

"Seafoam" is an entirely new type of violet foliage (see the close-up photograph at right.) It resembles sea spray tossed by the breeze. Areas of cream white on dark green all curled, rick-racked and very ruffled for the daintiest, airiest foliage ever developed. The color is a ravishing blue-pink unexcelled for richness and brilliance. Flowers are large and the plant compares well with Sailor Girl and Mentor Boy in its output of flowers and ease of growth and propagation. We highly recommend it.

\$2⁷⁵



ROSETTE RED

LEAVES SHAPED LIKE CALLA-LILIES
AND A LARGE RED FLOWER
MAKE A MOST UNUSUAL PLANT

Another entirely new type of violet foliage. "Rosette" foliage resembles a strong "rosette" or calla-lily. Leaves are very strong and sturdy, very erect and deeply scalloped. The leaf blade often forms an almost perfect little whirlpool at its center. The flower is a dark red, about the color of Red King, but of rounder and somewhat larger shape.

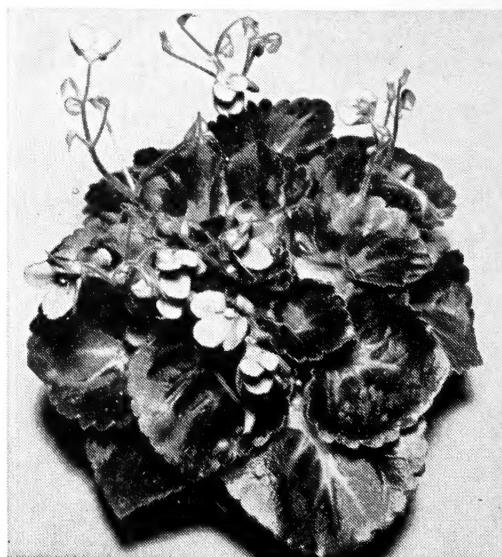
\$2⁷⁵

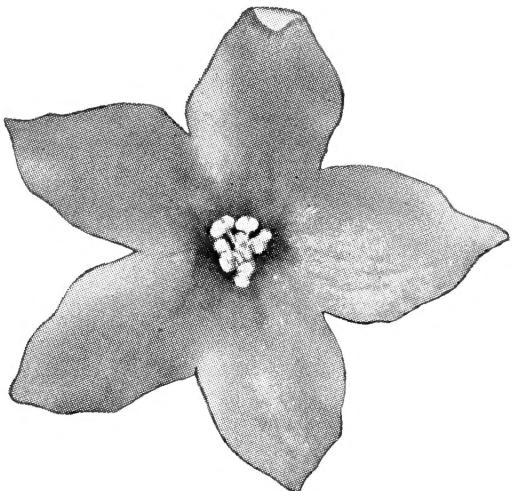
ORIENTAL GIRL

DEEP GREEN OR BRONZE GREEN FOLIAGE
AND QUICK, FREE-FLOWERING GROWTH

You'll be delighted with the richness of coloring of this exotic violet! The foliage in the bronze type, olive green with intensely creamy-white markings on ruffled or "pinned" leaves. The flower is a large bi-color with burgundy top petals and soft, orchid lower petals. This is one of our best growers and propagators. It can be depended upon to make a great show for itself in any collection.

\$2⁷⁵





STAR SAPPHIRE AFRICAN VIOLET

A PERFECT 5-POINTED STAR
IN JEWEL-LIKE CEYLON BLUE

to give an entirely new luxury and brilliance to the whole plant! These large blossoms are set against emerald-green leaves with garnet-colored stems and veins. This is a must for every violet collector . . . it will be the crown jewel in your collection!

\$1.95



PURPLE DAWN

A BAFFLING NEW COLOR, BLUISH-PURPLE
WITH DEEPER PURPLE VEINING

The color of this new Fall introduction will have you puzzled. It's almost iridescent or "neon" like. The nearest description is bluish-purple, but through this captivating color run streaks of very dark purple to further give richness to the blossom. The foliage is very heavy and red-veined underneath. And it carries such a large amount of flowers on it! You'll fall in love with "Purple Dawn."

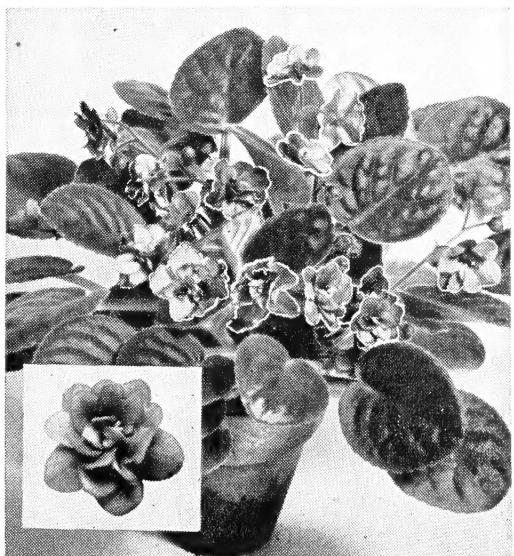
\$2.50

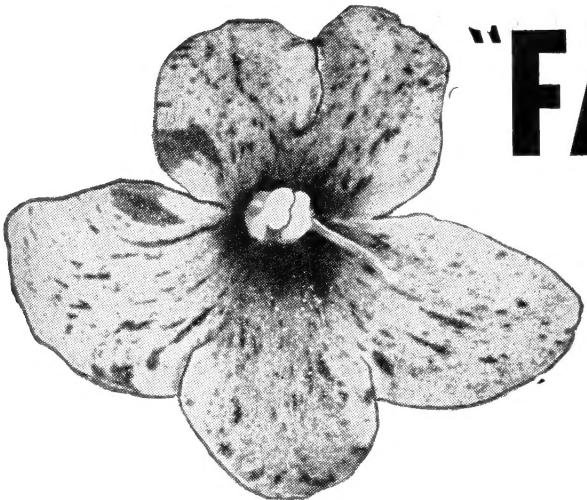
ORCHID RAINBOW DOUBLE

A SPLENDID NEW DOUBLE IN
A RICH DARK ORCHID SHADE

This is another of the great new Rainbow Doubles . . . a velvety-smooth, luxurious deep orchid flower of fine double characteristics. Foliage is similar to Double Neptune, dark and strong. Its growth is pleasing and its bloom is very, very profuse. A brilliant plant that will grace the collection of the connoisseur.

\$2.50





"FANTASY"

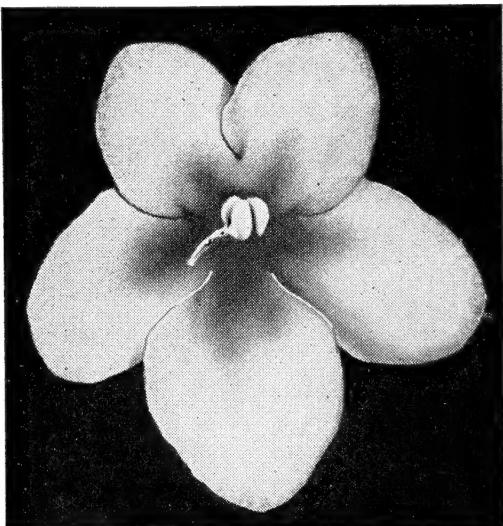
THE
SPOTTED
VIOLET

THE MOST SENSATIONAL VIOLET WE HAVE EVER OFFERED

Here is the violet that will be talked about for years to come! The photograph at the left doesn't begin to do it justice. Its splendid coloring must be seen to be appreciated. Imagine the palest red-orchid background and then add SPOTS, RAYS AND SPLASHES of deep, deep red-violet. Each blossom displays a new pattern of color. The throat of the flower shades into a rich extremely red-violet from which the yellow anthers protrude in dazzling contrast. It is the most amazing violet we have ever offered. "FANTASY" is our nomination for the "Violet of the Year." Leaves are very dark green and trimly tapered. The plant itself is strong-growing, free-blooming and holds its blooms for an unusually long time. Every serious collector will want "Fantasy" and even the casual violet grower will be captivated by its spectacular beauty. We are fortunate in having the only large supply in America.

\$2⁵⁰

EVERY "FANTASY" WE SHIP IS IN FULL BLOOM

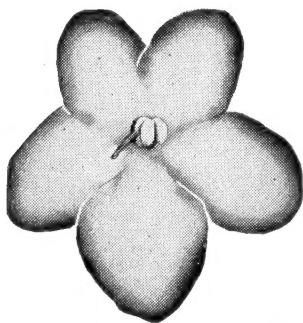


BLUE-EYED BEAUTY

A FASCINATING BLUE AND WHITE BLOSSOM!

Blue-eyed Beauty is another striking, new multi-colored violet that follows in the tradition of Lady Geneva and Fantasy. Its large-sized blossoms of glistening white have a DISTINCTIVE BLUE EDGE AND A DEEP BLUE CENTER. It is a violet of sparkling contrasts in color and texture. The brilliant blue and white blossoms are set against the clearest, almost emerald-green leaves imaginable! This stunning new introduction met with great praise at the African Violet Convention. It has taken several years to build up a sufficient stock of Blue-Eyed Beauty to make it generally available. It is a sturdy grower and carries many blooms to each stalk.

\$2⁵⁰

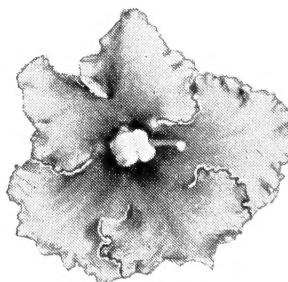


ORCHID BI-BOY

WHITE BLOSSOM
WITH
ORCHID BORDER

A 1951 introduction. This is the daintiest, most lady-like violet of all! Its blossom is another of those new multi-colored introductions. Picture a clear white flower with a border around each petal in aristocratic orchid color! These stunning blossoms are carried high above fine foliage. You can't imagine a more appealing and refreshing combination! This is one of the latest violets to come from the hybridizers . . . and we think one of the finest. You'll want it in your collection.

\$2²⁵



LACY GIRL

(LEAVES ONLY)

Frilled, Lacy Petals Like
the Trimming of an
Old-Fashioned Petticoat

This is a violet that deserves everything that could be said about it . . . the shape of the blossom and its extremely lovely and decorative edging is wonderfully ornamental. The photograph above doesn't do it full justice. The color is deep, black-violet, intense and satisfying and the ruffled edge catches the light and makes it sparkle almost like cut-glass. You MUST own Lacy Girl. Leaves are wavy like the Fringettes. Because of the extremely brittle and succulent nature of the plant we can ship LEAVES ONLY

**60c
each**



SNOW PRINCE

LARGEST
SNOW-WHITE
BLOSSOMS

Handsome is the word for Snow Prince! Here is one of the finest white violets yet introduced . . . a brand new one for '51. The blooms are enormous (actually silver-dollar size!) and are sparkling white without a trace of color in them, except the golden anthers. The petals are broad and give the effect of a roundish flower. It is a manly plant, sturdy, strong and dashing . . . a real member of African Violet royalty.

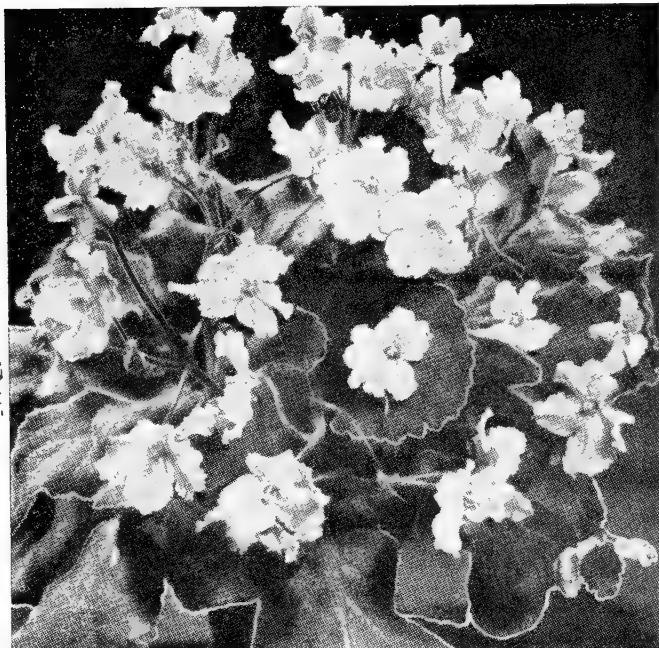
\$2.50

ORCHID WONDER

HERE IS THE NEW
GIANT OF THE
VIOLET WORLD!

We'd like you to compare the size of these new giant blossom violets with any violet you've ever grown! They are truly immense. Blossoms open to about the size of a fifty cent piece then just grow and grow. At full maturity the flower will show color around a silver dollar! And all this without extra care or feeding. The flower is a superb orchid color with very deep coloring in the center and bright yellow anthers. It carries lots and lots of blooms, too, with nine or more buds to each flowering stem. There have been many claims made about large flower sizes but this new hybrid tops them all.

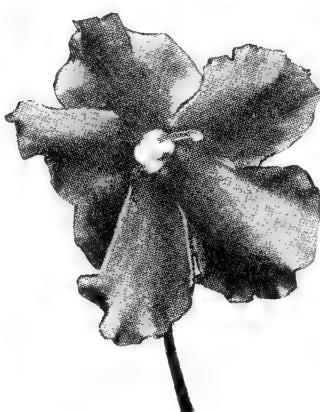
\$2.50



GORGEOUS NEW VIOLET SERIES "FRINGETTE"

FRILLED AND WAVY BLOOMS
AND LEAVES IN STRIKING COLORS

Both serious collectors and amateurs who have seen this new and exciting series of African Violets acclaim it as an outstanding contribution to new varieties. It is the utmost in daintiness and sheer beauty of form and color. You'll want to own several of these beautiful new violets. "Fringettes" are exceptionally prolific bloomers, quick and vigorous in their growth habits.



SIX BRILLIANT COLORS TO CHOOSE FROM

All FRINGETTES we ship are strong, mature plants

PURE WHITE FRINGETTE

This is a pure white blossom, very fringed and waved. Slightly smaller than other "Fringette" blooms but its "ladylike" and "dressed-up" appearance makes it outstanding.

\$2.50

MAUVE LAVENDER FRINGETTE

The combination of delicate color and artistically waved blossoms make this the favorite of most who have seen the series. It can best be described as the acme of daintiness in African Violets.

\$2.50

RED LAVENDER FRINGETTE

Bright lavender blooms with a reddish cast and a distinctive light yellow eye, foliage is a beautiful medium green.

\$1.75

LIGHT BLUE FRINGETTE

A beautiful shade of light "ice" blue. Foliage is middle-green with darker green veins on the under sides of the leaves.

\$1.75

DARK BLUE FRINGETTE

Very dark blue flowers with boldly contrasting yellow eye and deep, forest-green leaves.

\$1.75

BLUE LAVENDER FRINGETTE

Lavender blooms with bluish cast — medium green leaves with reddish veins on under side.

\$1.75

SPECIAL OFFER

One each of the new "FRINGETTES".

Total catalog price.....\$12.00

ALL SIX FOR.....\$10.00 (Postpaid)



LAVENDER PINK PRINCESS

A REMARKABLE COLOR—
LAVENDER WITH
A SMOOTH
PINKISH OVERLAY

Here is another of the new hybrid violets that are putting the old varieties to shame. Larger flowers, finer foliage, growth that amazes you, makes it a valuable addition to the Saintpaulia family. You'll welcome its NEW color. Difficult to describe it seems to be a clear, lovely lavender underneath with the filmiest pinkish overlay to it. Change your position in viewing it and the color changes subtly, too. An exquisite NEW introduction.

\$2.25

VIOLET BEAUTY

ANOTHER NEW GIANT VIOLET WITH
A SATISFYING, WARM COLORING

This is one of the finest growers of all the new types introduced this year. It will stand hot, dry rooms better than any variety we know. The growth is extremely graceful and flowers unusually large, about the size of the Duponts or Supremes. The color is a vivid, rich violet that holds well through the life of the bloom. A fine addition to your collection.

\$2.25



FOR SPRING DELIVERY

limited. We will accept orders for spring delivery only. The supply, even then, will be limited so we suggest your early ordering on them.

GENEVA RAINBOW

This is Lady Geneva except that it is a fine burgundy red, rather than Lady Geneva blue. The new color is a startling contrast to the sugar white border that edges each petal! A stunning new violet . . . we wish you could see the beauty of these plants in bloom!

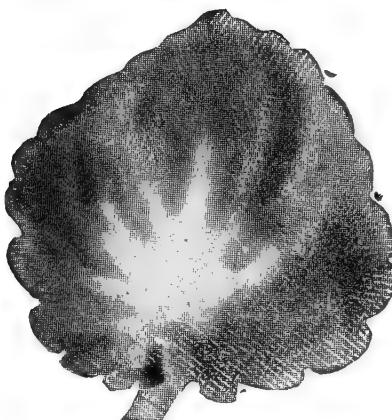
\$2.50

GENEVA STAR

A new multi-color. A light bluish-white background is streaked, marked and rayed with deeper blue in a thrilling new blossom type. You'll fall in love with it at sight, as so many growers and fanciers who have seen it have done. It is truly a gorgeous thing . . . rich, full-bodied color and fine, sturdy growth habits.

\$2.50

NEWEST VARIEGATED LEAF VIOLETS



GIRL TYPE LEAF

PINK GIRL NEWEST COLOR IN VARIEGATED LEAF VIOLETS

These variegated leaf violets are the special favorites of violet connoisseurs. And now a new color has been added to their ranks. It is a ravishing PINK. A few of them were available last fall and we sold them out almost immediately. Now our stock is replenished and we hope to have enough to supply everyone who orders this brilliant new "Girl" type.

\$2.00

WHITE GIRL MULTI-COLORED BLOOMS — VARIEGATED LEAVES

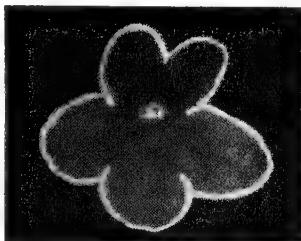
This is another new introduction. The blossoms are large and each one has dainty lavender markings . . . some around the petals, some in the center, some through the petal. Almost every blossom is different. It is a free-blooming plant and a gratifying grower . . .

\$2.25

SAILOR GIRL SOFT BABY BLUE FLOWERS AND "GIRL" FOLIAGE

Another new girl type. The color is the smoothest, sweetest, softest blue you can imagine! The flowers do not open fully giving the effect of little blue bells on the end of its erect stems. It is a most tolerant plant, easy to grow and blooming often and long. A real contribution to "Girl" types.

\$2.00



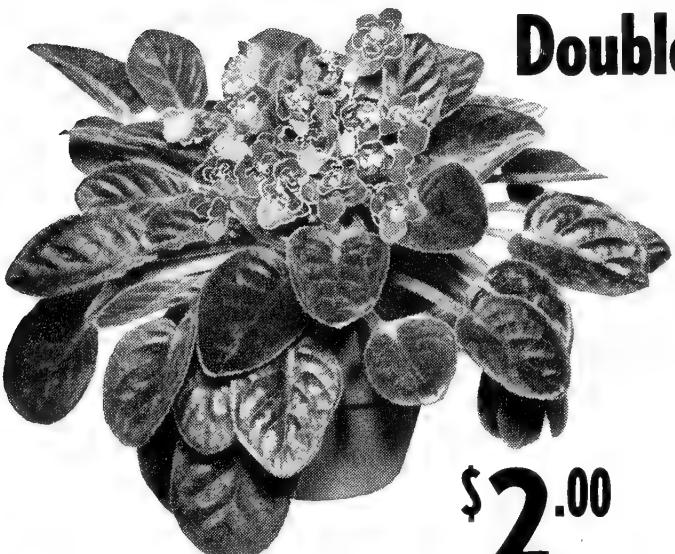
LADY GENEVA

Sensational Violet With a Pure White Edge

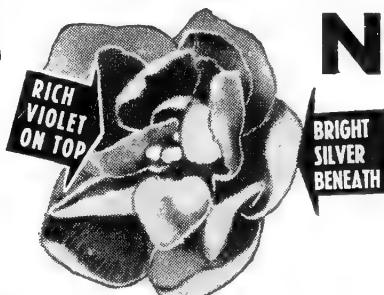
Over two years of careful breeding went into the development of this revolutionary new violet. Its deepest, blue-violet center contrasts strikingly with a sparkling, twinkling, pure white edge! Blossoms are slightly cupped and held strongly erect on the stems. The foliage is a distinctive clear green and is slightly tapered. It is a tremendously prolific bloomer, husky and vigorous in habit. For beginners, for connoisseurs, this is the plant that should be in everyone's collection for its rare beauty, ease of culture and general excellence.

\$2.00

Double



\$2.00



NEPTUNE

FLOWERS LIKE
A BEAUTIFUL
TWO-TONED ROSE

Here is one of the most extravagant violets of them all! Its blossoms are extremely double shaped like a perfect rose and are richest violet on one side and bright, sparkling silver on the other. There are fifteen to twenty petals on each flower. Deep, forest-green, heavily quilted leaves are a perfect setting for the showy blooms. Flowers cover the top of the plant and are held for a remarkable length of time. You'll want to be the first of your violet neighborhood to own this spectacular new beauty.

RED KING NEWEST, FINEST OF RED VIOLETS

CLARET - RED FLOWERS
SIZE OF A HALF-DOLLAR



Here is a redder, better African Violet. Clear, strong claret-red blossoms lay over the entire top of the plant, as many as 25 to 30 buds and blossoms at a time. The flowers are immense . . . under ideal conditions they grow up to 2" across. The deep, heavy, woods-green foliage is heart-shaped and quilted. It is a very showy and satisfying plant.

"Wish you could see the 'Red King' African Violet I ordered from you. Your description really failed to do it justice, just full of gorgeous blooms and the most beautiful plant I ever saw."—Mrs. C. W., Vinita, Oklahoma.

\$2.00

**COMPLETE
GROWING
INSTRUCTIONS
SENT WITH
EACH
ORDER**

UN-NAMED SEEDLINGS

These are violets that our hybridizers have raised from crosses of such famous varieties as Blue-Eyed Beauty, Double Neptune, Fantasy, Red Girl, Red King, The Violettes, Snow Prince, Lady Geneva and dozens of others. There are some outstanding varieties in this lot, especially as to foliage and growth. As these are

as yet un-named, you may name them yourself. There are some real values here, some of them, with proper care may make commercially valuable plants . . . they have not been tested enough, however, to put them on the market.

\$2.00
EACH

OR THREE DIFFERENT FOR \$5.00

AFRICAN VIOLET FIRST AID KIT TO INSURE MORE VIGOROUS PLANTS . . . LONGER BLOOMS NEW — EASY-TO-USE

The first African Violet First Aid Kit that shows you what violet pests look like then gives you all the materials and methods needed to control or destroy them.

PROTECT YOUR VIOLETS WITH THIS COMPLETE — NEW — EASY-TO-USE KIT

Now you can give your plants the same kind of protection that professional growers do. Insure vigorous growth, prolong their blooming period and revive weak plants. This easy-to-use African Violet First Aid kit contains everything you need to control or destroy:

Mealy Bugs	Plant Lice	Cyclamen Mite	Crown Rot
Springtails	Aphids	Violet Mite	Stem Rot
Red Spider	Thrips	Leaf Hoppers	Broad Mite

Tells you how to control many other types of Violet troubles that do not require the use of insecticides or fungicides.

PLUS a complete bulletin, "African Violet Pests and Diseases", that illustrates each pest so that you may recognize it and apply the proper remedy. IT'S THE FIRST KIT OF ITS KIND THAT SHOWS YOU HOW TO RECOGNIZE VIOLET PESTS THROUGH ACTUAL ILLUSTRATIONS, then gives you the materials and easy-to-follow methods to destroy them.

COMPLETE KIT CONTAINS:

1. Bottle of NNOR
2. Package of SOILENE.
3. Package of fungicide.
4. Package of FERMATE.
5. Illustrated bulletin, "African Violet Pests and Diseases.
6. Bulletin on African Violet care with tips on soils, light, watering, etc

One kit will protect your plants for months and save many plants you may otherwise have lost. Saving just one of your valuable plants will more than pay for the cost of the kit.

\$1.75
Postpaid

Mahr Company **BOX 585**
DES MOINES, IOWA

NEW--UNUSUAL--STANDARD AFRICAN VIOLETS FOR THE BEGINNER OR COLLECTOR

RED VARIETIES

RED MENTOR BOY—This new Mentor Boy combines the superb blooming and growing qualities of Mentor Boy with a fine new blossom color . . . a rich, deep red-plum. You who now have Mentor boy know that it forms one of the finest displays of blossoms of any violet yet developed. Florists prize it for its fine shape and keeping qualities..... \$2.00

SUNRISE—A new red introduction. This hybrid is notable for the fine reddish-burgundy flower of large size and the foliage which is dark green, well-stemmed and heavy..... \$2.00

RED HEAD—A maroon red or plum colored blossom. The leaves are distinctly heart-shaped, slightly quilted and toothed around the edge. The leaves are tinged a faint rose underneath. A very free-blooming and vigorous growing violet..... \$1.35

ROSE PURPLE—Another giant violet in one of the finest colors we've seen. A luscious, captivating rose-purple that you'll rave about. An excellent grower..... \$2.25

RED HEAD SUPREME—An extremely large and robust plant, resembling the Duponts (which see). The foliage is very thick, quilted and almost round. Leaf stems are slightly longer than on the Duponts giving it a more open appearance. Blossom is very large, up to 2 1/4" and a clear, wine-red..... \$1.50

GIANT RED BI-COLOR—One of the most beautiful and eye-catching violets. The two upper petals are deep red-violet, very intense at the tip and the lower three petals are pale orchid pink. Leaves are medium green, slightly quilted and shiny. The plant is very sturdy and easy to grow..... \$2.00

ORCHID VARIETIES

ORCHID BEAUTY SUPREME—Successor to older Orchid Beauty (also known as Trilby, Plum, Mary Wac, Betty Joe, Rosy Blue, Orchid Queen, Orchid Lady, Amethyst). This is another of the new Supreme type. Flowers are pale red-violet. Color is intense when flower opens but becomes paler as blossom ages. Very excellent bloomer. Leaves are medium green, flat and round. A lovely combination of colors and the new, Supreme form makes it a sturdy, vigorous plant. \$1.50

ORCHID BI-COLOR—An eye-catching violet. The two upper petals are intense orchid, the two lower ones a delicate orchid tint. Leaves are a soft, medium green giving a delightful contrast to the blossom colors..... \$1.75

LAVENDER VARIETIES

GORGEOUS BI-COLOR—This is the newest of the Bi-Colors and one of the loveliest. Flowers are deep, rose-violet on the top two petals and soft lavender on the bottom ones. Foliage is spooned and is a cool, forest green. A very prolific bloomer and one of the most desirable violets..... \$1.50

LAVENDER BEAUTY—Here is enchanting coloring that reminds you of the charm of an old cameo! Imagine the lightest possible mauve with a silvery overcast. Suave is the best word for this new introduction

GORGEOUS SPOONLEAF—This has proved to be a most popular variety with our customers. The coloring is wonderfully rich and the foliage is cupped upwards, giving the plant a new pattern of light, shadow and coloring..... \$1.75

DOUBLE VARIETIES

As you know, double means much more than just twice as many petals. Many double blossoms have 15 to 20 tightly packed petals in them. Flowers resemble a small rose in shape and lend an entirely different, richer appearance to the whole plant. Here is, we believe, the most complete list of doubles ever offered, all of them are improvements over earlier violets in degree of double-ness, robust growth and profuse bloom.

FISCHER'S DOUBLE MARGARET—A new and outstanding violet with an interesting, crinkled leaf. Blossoms are royal purple, crinkled, very double, and of large size, giving the plant an entirely distinctive quality. Leaves are sharply tapered and softly colored. The ruffled leaves and flowers give a gay, airy, light-hearted look. You'll fall in love with Double Margaret on sight!..... \$1.50

FISCHER'S LIGHT BLUE DOUBLE—An enchanting color, set as it is among strong, green leaves. It will remind you of a clear October day in its brilliance and coolness..... \$1.50

DOUBLE ORCHID BEAUTY—An extremely decorative double flowering violet. The color gains in richness and depth through the profusion of petals on each flower. You'll like its bouquet of color

WHITE VARIETIES

WHITE LADY—The first pure-white African Violet. Blooms are waxy, white, smooth and glistening and are held well above the light green foliage. This is a greatly improved white variety and a violet of pleasant contrasts. Plant is compact and free-blooming. The finest white violet

PURPLE VARIETIES

LADY CONSTANCE—A new "super-giant" with enormous flowers and thick, round leaves. The flowers are the deepest purple we've seen (almost black-purple) and of such heavy substance! Limited supply

PURPLE PRINCE—One of the most profuse bloomers of all violets. Flowers are very deep, reddish purple giving a rich, vivid appearance to the plant. Blooms are held high above the foliage which is light, green, slightly tapered and very flat. An interesting violet for your collection

PINK VARIETIES

PINK BEAUTY SUPREME—Improved Pink Beauty with much larger flowers, more sturdy habit and more vigorous growth. Color is a true amaranth pink that almost defies description. Blossoms are held on long stems well above the foliage. Leaves are heavy with a rosy stem and are a cool, light green color. The finest of the pinks, a color you'll want in your collection..... \$1.50

BLUE VARIETIES

BLUE KING—A new giant hybrid and one of the finest of the new blues. We like its masculine coloration, and its sturdy growth. Growers like it because it comes along fast and makes a magnificent show of blossoms..... \$2.25

MIDNIGHT GIANT—An immense plant with giant flowers . . . a real titan among violets. Deepest blue blossoms..... \$2.00

RUFFLES—The violet with the most unusual leaves! They are long, narrow, pointed and so very dark green. The underside of the leaves is rose-colored, deepening to almost red. Very striking against the dark top surface. Not satisfied with rare color and shape, the leaves are RUFFLED, giving the whole plant a fairy-like, airy quality. Dainty blooms are blue-lavender, with a very long lower petal. This very extra-ordinary violet blooms and blooms and blooms!..... \$1.75

MACFARLAND'S BLUE WARRIOR—A magnificently handsome plant! The flowers are round, very large and of a bright, clear blue. The foliage is darkest green, heavy and leathery..... \$1.75

PERIWINKLE—Exquisite, light blue flowers with reverse side of blossom silvery-white. Flowers have a white center and a lighter blue outer edge. Very free-blooming and graceful with blossoms measuring up to $1\frac{1}{4}$ ". Lightest blue we list and a most unusual and interesting type \$1.75

GIRL VARIETIES

All African Violet enthusiasts who have seen it are very fond of the "Girl" type foliage. Their grace and beauty is difficult to describe. They have large zones of creamy white at the base of the leaf, edges are deeply "pinked", veins are very dark and entire leaf is heart-shaped. The whole quality of the plant is changed by this loveliest of foliages. It must be seen to be appreciated.

RED GIRL HYBRID—The first "Girl" type with reddish-lilac flowers and they are immense! Probably the showiest of the "Girls" because of the outstanding contrast of the cloret-red petals, the white leaf zones and the dark green foliage. A truly lovely and distinctive violet..... \$1.75

TOO LATE TO CLASSIFY OR ILLUSTRATE

KAY'S QUILTED, a fine blue flower of a medium shade with excellent quilted foliage. A beauty..... \$2.00

BURGUNDY GIRL, a favorite with us, light reddish flower and fine, strong foliage. Excellent..... \$2.00

PLUM SATIN, a rich velvety reddish-purple that is deep and satisfying in color and growth..... \$2.00

MERKLE'S BRILLIANT, a cool blue color from a famous hybridizer

\$2.00

GYPSY JOY, one of the finest from the new Gypsy series....\$2.00

BLUSHING MAIDEN, one of the finest of the pale pinks....\$2.00

BLACK BEAUTY (Mentor Boy Amazon). A fine very dark blue of remarkable growth and profuse blooms..... \$2.00

DELUXE SEED KIT

This new DELUXE SEED KIT is an easy, convenient, FOOLPROOF way to raise NEW AND UNUSUAL violets from seed. The seed in the Deluxe Kit is from crosses of Merkel's Giant, Double Duchess, Mentor Boy, Bi-Color, Sailor Girl, Pink Girl, Pink Beauty, Blushing Maiden and other fine varieties. You are certain to get some fine plants from it. We have reports of 85, 77, 92, 56

BLOOMING plants from our kit, so you can see that it really provides ideal conditions for germination. Kit contains propagating box, special soil mixture, soil conditioner and 100 DELUXE SEEDS. Complete, easy-to-follow directions and bulletin on Violet care is included with each order.

\$1⁷⁵
Postpaid

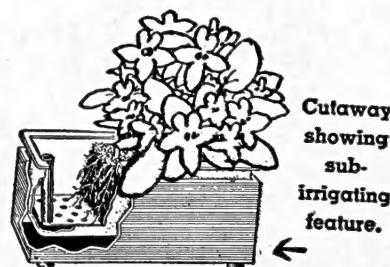
SUPPLIES TO HELP YOU GROW BETTER AFRICAN VIOLETS

POTTING SOIL—a special blend of soil and food elements to give you husky plants and prolific blooms.
3 lbs. 85c postpaid 6 lbs. \$1.25 postpaid

ROGINA—We recommend this fine African Violet food to give added health and bloom to your plants.
6 months supply (18 capsules) 45c postpaid

NEW MAGIC PLANT WATERER—This new pot will remedy your troubles from over-watering or under-watering . . . it comes in beautiful copper or brass (state which you prefer when ordering)..... \$2.50 postpaid

WIK-FED POTS—A tried and true method of watering —thousands in use by Violet fanciers... \$1.25 postpaid



ART-COMBED PLANTERS

(SUB-IRRIGATING)

We've looked for some time for a Violet container that would set off the beauty of our Violets from a color and texture standpoint. We've found it, you'll agree, in these new Art-Combed Planters. They are fabricated of beautiful combed wood in pastel colors . . . Grey, yellow, chartreuse, green, light blue and dark blue. And they are as practical as they are beautiful . . . note the cut-away drawing showing the sub-irrigating feature. They are designed to fit on your windowsill. You'll want several of these for perfect Violet displays!

No. 1-A. 9" x 3" x 2 $\frac{1}{2}$ ".....	\$2.00
No. 2-A. 18" x 3" x 2 $\frac{1}{2}$ ".....	2.85
No. 3-A 27" x 3" x 2 $\frac{1}{2}$ ".....	3.85

Please state size and color when ordering.



GIANT HYBRID GLOXINIA BULBS

A SPECIAL STRAIN OF FLEXIBLE-LEAVED TYPES . . .
IT FAR EXCELS THE USUAL GLOXINIAS

EXTRA LARGE BULBS

45c each 3 for \$1.25
10 FOR \$3.50 postpaid

If you can grow African Violets you can grow these gorgeous Gloxinias! You've admired them in florists windows priced at \$3.00 to \$5.00 . . . now you can easily grow them in your own home. We send full and detailed instructions on their culture. You'll want some of these fine bulbs for late winter blooms. Available in these name varieties: BLANCHE DE MERU, Rose with a pure white throat. EMPEROR FREDERICK, Dazzling scarlet with a snow-white border. EMPEROR WILLIAM, Deepest violet with a sparkling white border. ETOILE DE FEU, blazing scarlet. MONT BLANC, pure white. PRINCE ALBERT, dark violet with a spectacular white throat. PRINCESS ELIZABETH, Clear blue with a white throat. ROI DE ROUGES, dark crimson with a wavy, frilled edge. TIGRINA, spotted in colors from light rose to dark lavender. VIOLACEA, soft, lovely violet. DELIVERY JANUARY THROUGH APRIL. Order early as this strain is quite difficult to obtain in quantity.

IVY

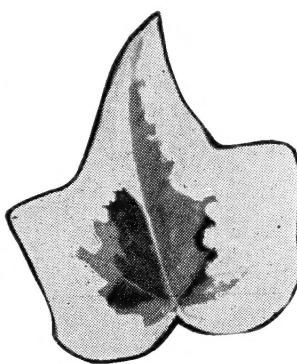
GARDEN 3 NEW AND UNUSUAL IVIES

These all-time houseplant favorites have come out in new dress this season. Here are three of the most unusual. All are improvements over the common ivy . . . exceptionally easy to grow. Cultural instructions for growing better Ivy included.

WE SHIP STRONG PLANTS GROWING IN SOIL

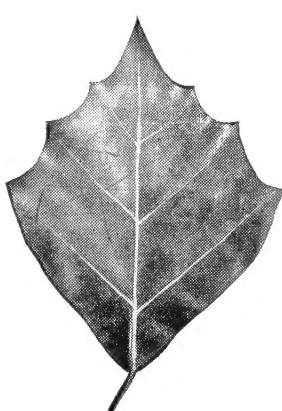
HALO IVY

Here's that great new variegated Ivy shown in Better Homes and Gardens Magazine. It is 30 to 40 percent whiter than any Ivy ever produced. For a brilliant spot of color its white, gray-green and forest green spotted leaves are perfect. A spectacular beauty!



GRAPE IVY

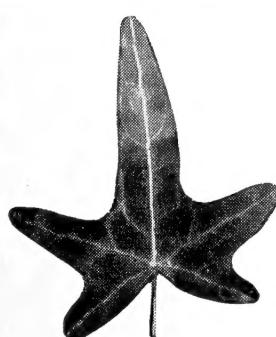
For sheer good looks and ease of growing Grape Ivy is hard to beat. Holly-shaped, strong green leaves that climb or trail and grow like mad make it a real decorator's treat.



STAR IVY

One of the most popular shapes. A real conversation piece. It gives a lacy, airy look to your rooms. A fine clear green color is one of its charms.

**60c EACH
3 FOR \$1.35**



PICK-A-BACK PLANT (TOLMEIA)

A plant that has sprung into popularity just recently because of its beauty and interesting manner of growth. Little plants develop at the tip of the leaf-stalks, and these in turn produce small plantlets of still smaller size and so on. Extremely easy to grow . . . and increases by leaf cuttings in water like African Violets. A novel, conversation-provoking plant.



60c EACH 3 FOR \$1.35

EVERBLOOMING SPECIAL

Here are three plants that are practically always in bloom . . .
PATIENCE PLANT—Many people collect these like African Violets. A beautiful little plant of easy culture. Flowers range in color from pink through scarlet and purple. For a fine show of winter color try "Patient Lucy".

SHRIMP PLANT—A new introduction in the houseplant field. Flowers are white, spotted with purple but the showiest part of the plant is the reddish bract that forms at the top of the flowers and somewhat resembles a shrimp in shape and color. A brilliant and showy plant.

WAX BEGONIA—A long-time favorite and still one of the finest for everblooming qualities. Very easy to grow, a compact and dainty permanent bloomer. Mixed colors.

60c EACH 3 FOR \$1.35

PRAAYER PLANT—Derives its name from its leaves which rise up at night and close toward the center of the plant like hands in prayer. A modern-looking, variegated plant of easy culture. White flowers.

60c EACH 3 FOR \$1.35

DWARF ROSES FOR INDOORS—America's favorite plant can now be grown and flowered indoors! These small-sized rose plants were discovered in Switzerland. True roses that form dainty pink blossoms they reach a height of 12 inches and the flowers grow to the size of a nickel. A NEW AND FINE HOUSEPLANT.

SPECIAL PRICE 85c EACH 2 FOR \$1.35

SEE BACK COVER FOR

SPECIAL VIOLET OFFERS

SPECIAL OFFERS

FOR FALL, 1951

NEWEST FALL VIOLETS

Star Sapphire	\$ 1.95
Queen Betty	2.50
Blue Heiress	2.50
Snow Girl	2.50
Purple Dawn	2.50
Regular Catalog Price	\$11.95

**SPECIAL
NEWEST FALL
COLLECTION**

\$1100
postpaid

NEWEST GENEVA VARIETIES

(for spring delivery only)

Geneva Rainbow	\$ 2.50
Geneva Star	2.50
Regular Catalog price	\$ 5.00

**SPECIAL
GENEVA
COLLECTION**

\$425
postpaid

NEWEST MULTI-COLORED VIOLETS

Azure Beauty Double	\$ 2.50
Fantasy	2.50
Queen Betty	2.50
Purple Dawn	2.50
Regular Catalog Price	\$10.00

**SPECIAL
MULTI-COLOR
COLLECTION**

\$875
postpaid

NEWEST RAINBOW DOUBLES

Azure Beauty	\$ 2.50
Purity	2.50
Orchid Rainbow Double	2.50
Double Delight	2.50
Regular Catalog Price	\$10.00

**SPECIAL NEWEST
RAINBOW DOUBLE
COLLECTION**

\$900
postpaid

VIOLETTE MINIATURES

Violette Elf	\$ 3.00
Violette Pixie	3.00
Regular Catalog Price	\$ 6.00

**SPECIAL VIOLETTE
MINIATURE
COLLECTION**

\$500
postpaid

NEWEST GIANT VIOLETS

Midnight	\$ 2.00
Rose Purple	2.25
Giant Red Bi-Color	2.00
Violet Beauty	2.25
Catalog Price	\$ 8.50

**SPECIAL
NEWEST GIANT
COLLECTION**

\$675
postpaid

NEWEST SURPRISE COLLECTION

Lavender Pink Princess	\$ 2.25
Red Mentor Boy	2.00
Blue King	2.25
Seafom Sea Queen	2.75
Regular Catalog Price	\$ 9.25

**SPECIAL
SURPRISE
COLLECTION**

\$800
postpaid

MAHR CO., BOX 585, DES MOINES, IOWA